

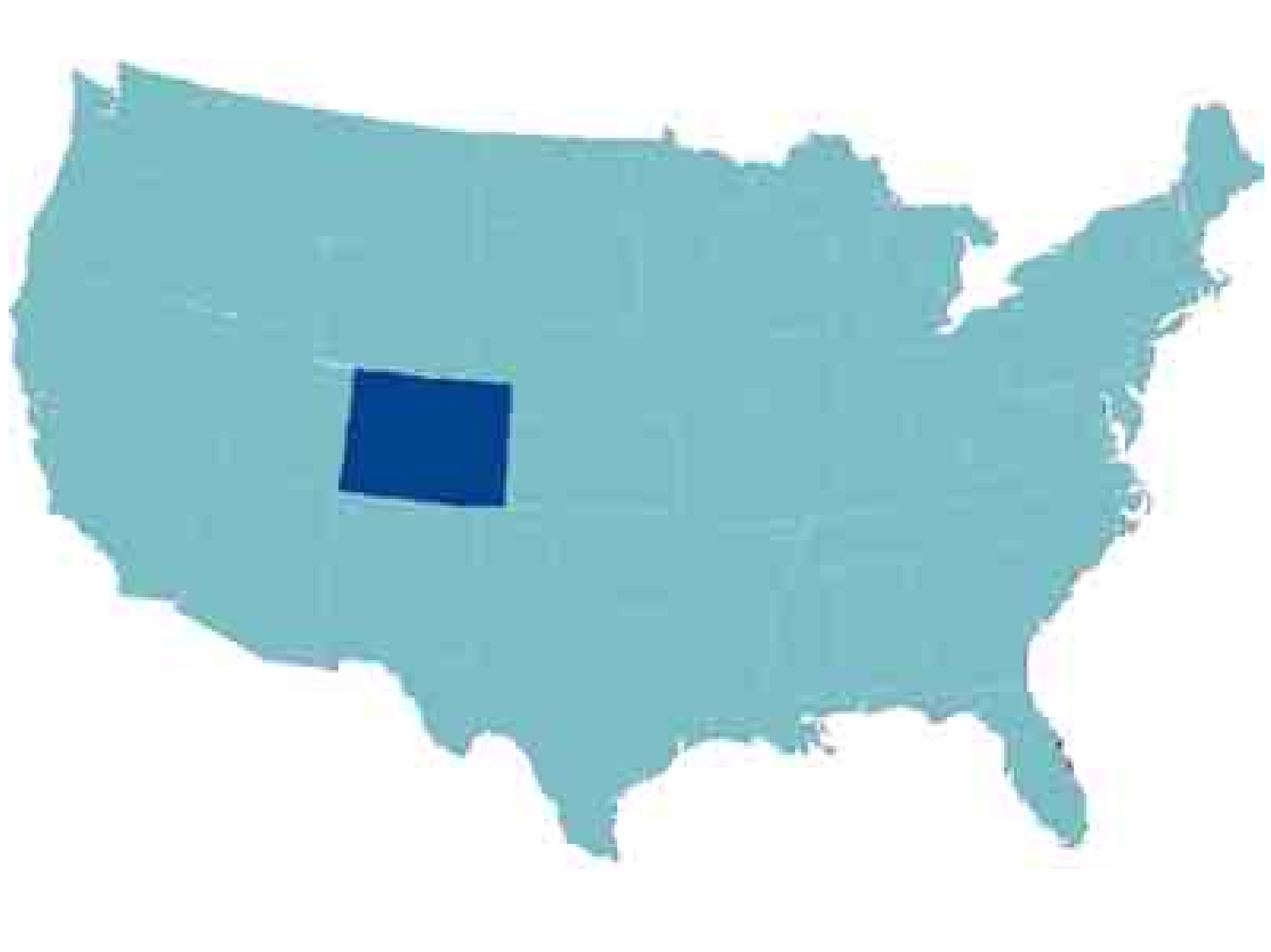
# Lighting with a Twist

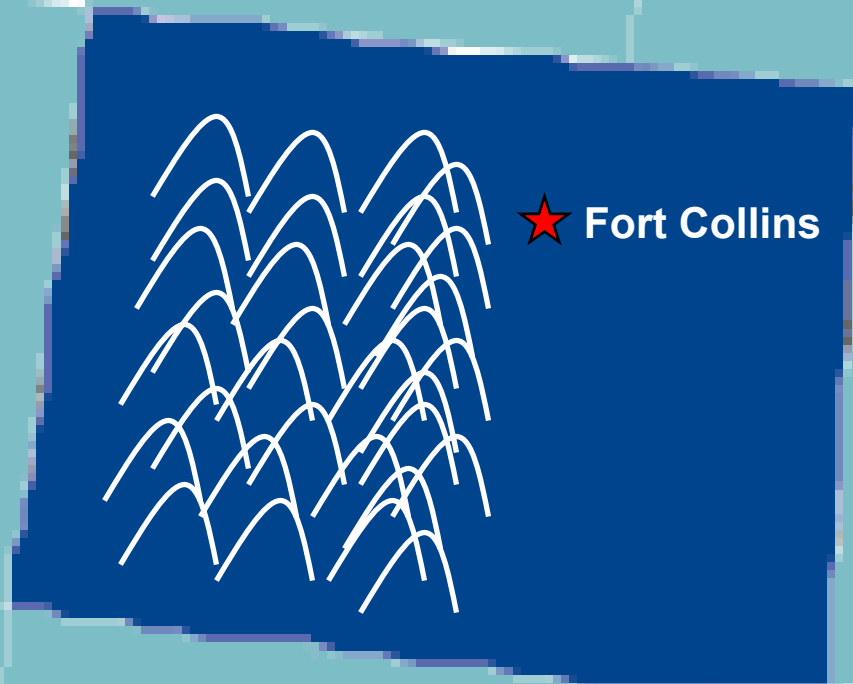


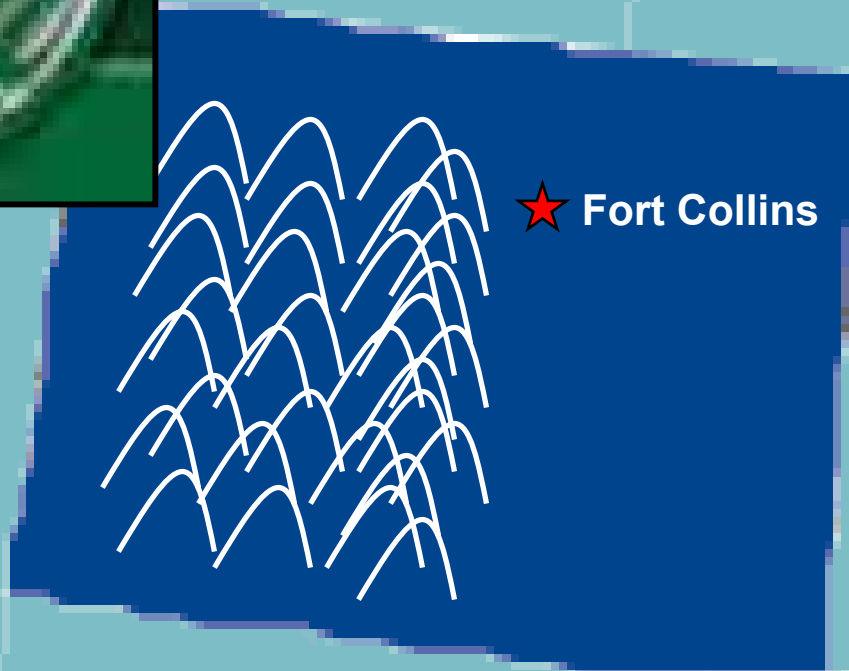
## Fort Collins Utilities Residential Lighting Program



**ENERGY STAR Lighting Partners Meeting**  
**San Diego**  
**12/16/05**







★ Fort Collins



★ Fort Collins



# Fort Collins Utilities

Municipal utility, 60K customers

> 25-yr track record of energy-efficiency programs

2003: ENERGY STAR® partner

2003: Electric Energy Supply Policy

2004: Strategic plan + budget

2004: Baseline survey: lighting, appliances

2005: Lighting pilot program design  
+ implementation

. . . still on the learning curve!!



# Approach

Market transformation = sustainable change

## **Supply side**

- Retailer focus
- Manufacturers:  
ride coat-tails

## **Demand side**

- Raise awareness
- Stimulate purchases

Multi-year program

# Pilot Program Goals

- Get feet wet and learn
- Develop initial materials
- Intro program to community
- Cultivate retailer interest
- Let mfgs know about new market
- Begin to increase CFL sales
- Test the market





# Lighting with a Twist

2005 major elements

- Discounted CFL bulbs
- Retail field services
- In-store promo / info events
- Torchiere turn-in events
- Consumer education
- ENERGY STAR



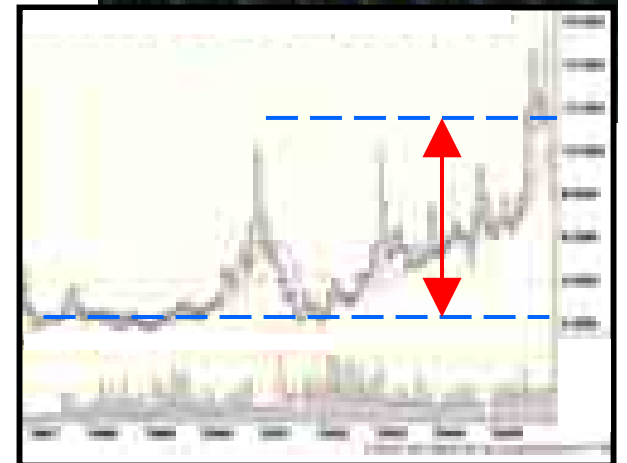
# Barriers



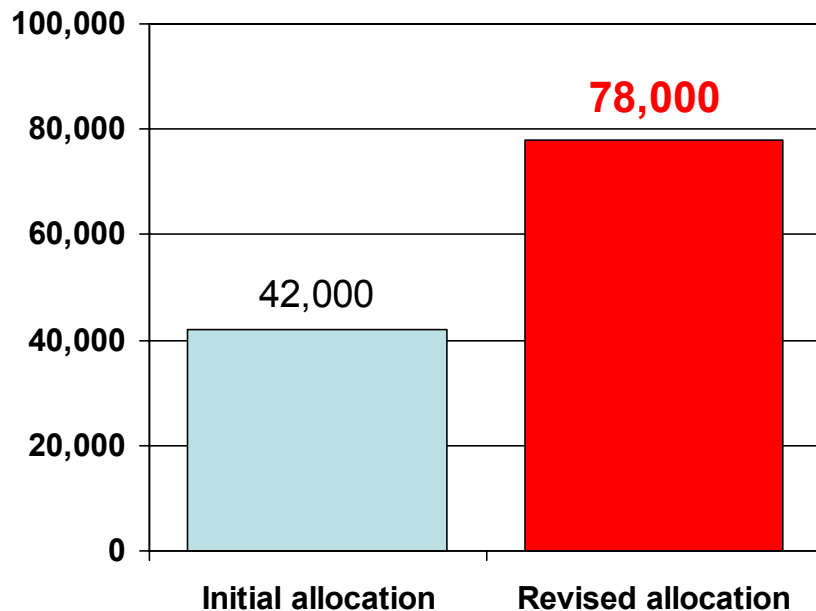
- Immature CFL market
  - Limited retailer knowledge, stock
  - [Limited consumer knowledge?]
- Low electricity costs
- Limited budget and staff time
- Limited experience working with retailers and manufacturers
- First in Colorado
- Short time line

# Factors in Our Favor

- Product advances
- Compelling consumer benefits
- Untapped market
- Educated, “green” community
- Talented, hard-working staff
- Experienced consultants
- Role models / resources
- Fall “lighting season”
- Rising energy prices



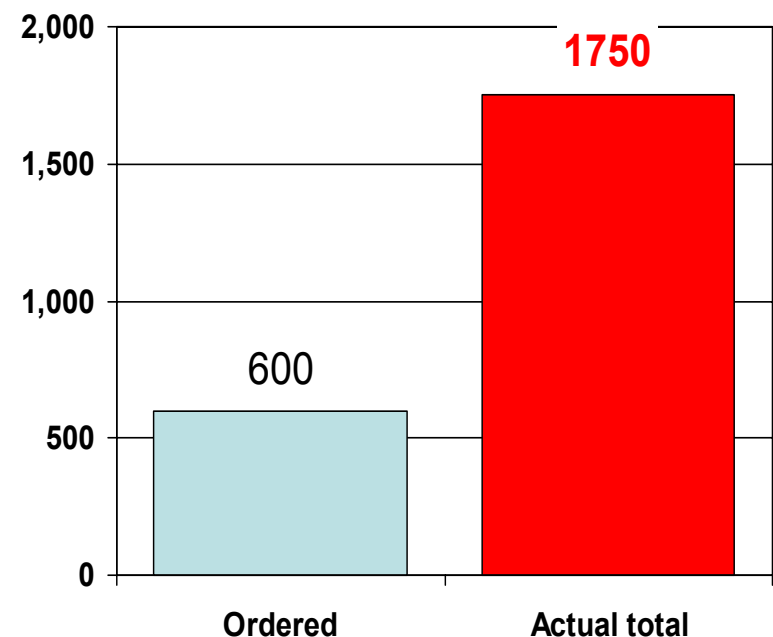
# Results / Bulbs



- High level of customer demand
- Biggest challenge: keep products on shelf
- HDs and Sam's Club among top store sales nationally

# Results / Torchieres

- High level of customer interest + demand
- Largely driven by safety
- Positive customer feedback
- Rain checks a hassle



# Results / Economic

Program as a whole: looks good!

Total resource cost test	6.3
Rate impact measure test	0.69
Utility cost test	4.5
Participant test	11.4
Customer simple payback	0.6
<b>Utility CCE</b>	<b>\$0.012 / kWh</b>
TRC CCE	\$0.018 / kWh



# Observations / Summary

- Models evolved by other programs work – use them!
- Legal agreements
- CFL latent market
- People respond to “deals”
- Maintaining product supply important
- Retail field services critical
- FC Utilities has strong credibility with customers

Lighting with a Twist

# Thank You, Pioneers!

California

NWEEA

NEEP

MEEA

Wisconsin

et al





# Thank You, Program Partners!

